

## CLAIMS

What is claimed is:

- 1 1. A method, comprising:  
2 establishing a synthetic channel as a channel among a plurality of broadcast  
3 channels of an interactive video casting system;  
4 provisioning the synthetic channel with information to access and display at  
5 least one media object, comprising part of a media program, stored in a storage  
6 location if the synthetic channel is selected by a client terminal; and  
7 providing the media program having the at least one media object to the  
8 client terminal via the synthetic channel.
- 1 2. The method of claim 1 wherein the interactive video casting system  
2 comprises an interactive television system.
- 1 3. The method of claim 1 wherein the media object comprises an audio file.
- 1 4. The method of claim 1 wherein the storage location comprises a server, and  
2 wherein providing the media program having the at least one media object to the  
3 client terminal comprises streaming the media program from the server.
- 1 5. The method of claim 1 wherein provisioning the synthetic channel includes  
2 subscribing the client terminal to receive the media program via the synthetic  
3 channel.

1 6. The method of claim 5 wherein subscribing the client terminal to receive the  
2 media program comprises using a subscription token to add the synthetic channel  
3 as a channel recognizable by the client terminal.

1 7. The method of claim 5 wherein subscribing the client terminal to receive the  
2 media program comprises obtaining address information of the client terminal.

1 8. The method of claim 7, further comprising linking the address information of  
2 the client terminal with identifying information associated with the storage location.

1 9. The method of claim 1, further comprising:  
2 providing an electronic program guide having programming information  
3 displayable therein;  
4 obtaining programming information associated with the media program from  
5 the storage location; and  
6 adding the programming information associated with the media program into  
7 the electronic program guide to indicate availability of the media program via the  
8 synthetic channel.

1 10. The method of claim 1 wherein the media program can be provided to the  
2 client terminal in response to a command sent from the client terminal that requests  
3 the media program.

1 11. The method of claim 1 wherein the synthetic channel comprises part of a  
2 transmission control protocol/Internet protocol (TCP/IP) channel.

1 12. The method of claim 1, further comprising providing a piracy-discouragement  
2 feature to track a source and a destination of the at least one media object.

1 13. An article of manufacture, comprising:

2 a machine-readable medium having stored thereon machine-readable  
3 instructions to:

4 designate a synthetic channel as a channel among a plurality of  
5 broadcast channels of an interactive video casting system;

6 provision the synthetic channel with information to access and display  
7 at least one media object, comprising part of a media program, stored in a  
8 storage location if the synthetic channel is selected by a client terminal; and

9 provide the media program having the at least one media object to the  
10 client terminal via the synthetic channel.

1 14. The article of manufacture of claim 13 wherein the machine-readable medium  
2 further includes instructions stored thereon to stream the media program to the  
3 client terminal from a server.

1 15. The article of manufacture of claim 13 wherein the machine-readable  
2 instructions to provision the synthetic channel includes instructions to subscribe the  
3 client terminal to receive the media program via the synthetic channel.

1 16. The article of manufacture of claim 13 wherein the machine-readable medium  
2 further includes instructions stored thereon to:  
3 provide an electronic program guide having programming information  
4 displayable therein; and

5           obtain programming information associated with the media program from the  
6   storage location; and  
7           add the programming information associated with the media program into the  
8   electronic program guide to indicate availability of the media program via the  
9   synthetic channel.

1   17.   An electronic program guide (EPG), comprising:  
2           a first set of displayable programming information related to programs  
3   available via a group of broadcast channels of an interactive video casting system;  
4           a second set of displayable programming information related to a media  
5   program available via a synthetic channel different from broadcast channels among  
6   the group of broadcast channels, the media program including at least one uploaded  
7   media object; and  
8           a component to allow reception of instructions to access and display the  
9   media object if the synthetic channel is selected.

1   18.   The EPG of claim 17 wherein the first and second sets of displayable  
2   programming information are storable at a client-side storage location coupled to a  
3   client terminal.

1   19.   The EPG of claim 17 wherein the second set of displayable programming  
2   information is obtainable from a storage location associated with the uploaded  
3   media object.

1   20.   The EPG of claim 17 wherein the second set of displayable programming  
2   information is displayable subsequent to use of the component to perform a

3 subscription of a client terminal that is capable to trigger display of the first set of  
4 displayable programming information.

1 21. The EPG of claim 17 wherein the second set of displayable programming  
2 information is capable of being updated via use of the component.

1 22. The EPG of claim 17, further comprising an address indicative of a source of  
2 the at least one media object.

1 23. The EPG of claim 22 wherein the address comprises a uniform resource  
2 locator (URL) address.

1 24. A system, comprising:  
2 an interactive video casting network capable to provide programs via  
3 broadcast channels to a client terminal, at least one of the broadcast channels  
4 comprising a synthetic channel capable to provide the client terminal with a media  
5 program having at least one media object uploaded via a communication network,  
6 the interactive video casting network capable to provision the synthetic channel with  
7 information to access and display the uploaded media object if the synthetic channel  
8 is selected by the client terminal.

1 25. The system of claim 24 wherein the interactive video casting network  
2 comprises an interactive television network.

1 26. The system of claim 24 wherein the interactive video casting network is  
2 capable to provide the media program to a client terminal comprising an audio  
3 device.

1 27. The system of claim 24, further comprising a server in the communication  
2 network that is communicatively coupleable to the interactive video casting network  
3 and that stores the uploaded at least one media object.

1 28. The system of claim 27, further comprising an interface usable to allow input  
2 of schedule information related to the media program.

1 29. The system of claim 24, further comprising an electronic program guide  
2 (EPG) displayable by the client terminal, the EPG including programming  
3 information that can be updated to indicate availability of the media program via the  
4 synthetic channel.

1 30. The system of claim 24 wherein the interactive video casting network is  
2 capable to subscribe the client terminal to allow the client terminal to receive the  
3 media program via the synthetic channel.